

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, May 12, 2023 – 10 am-12 pm

**Homestead Resort
700 Homestead Drive, Midway, Utah
Timpanogos Room**

Join Zoom Meeting

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Lance Syrett, Chair - 10 am
2. Approval of Minutes: Lance Syrett, Chair - 10:20 am
3. Host community welcome and update - 10:25 am
Dallin Koecher, Executive Director, The Heber Valley Utah
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:40 am
5. Community & Partner Relations Update - 10:50 am
Camille Johnson, Community & Partner Relations Director, Utah Office of Tourism
6. Review and approval of the Fiscal Year 2023-2024 \$22,822,800 TMPF Budget - 11:10 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Becky Keeney, Director of Strategy, Utah Office of Tourism
7. Sponsorship Request of \$150,000 - 11:30 am
Tommy Joe Lucia, Days of 47 Cowboy Games
8. UTIA Update: Natalie Randall - 11:40 am
9. Announcements/Upcoming Events – Board and Public - 11:55 am

The next board meeting is scheduled for Friday, June 9, 10 am-12 pm, at Ruby's Inn, 26 Main Street, Bryce Canyon City, Utah.

Red Emerald Strategic Plan Imperatives

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness